

ALMA PAGE

GENERAL MOTORS  
OF CANADA LIMITED  
ANNUAL REPORT  
1976

AR35





## HIGHLIGHTS

	<u>1976</u>	<u>1975</u>
	in thousands	in thousands
SALES OF ALL PRODUCTS	\$5,189,764	\$4,335,209
TOTAL UNIT SALES		
Cars	711	626
Trucks and coaches	<u>275</u>	<u>227</u>
Total	986	853
NET INCOME	\$ 159,808	\$ 111,230
TAXES		
Income taxes	\$ 109,233	\$ 78,174
Other taxes	<u>48,980</u>	<u>40,037</u>
Total	\$ 158,213	\$ 118,211
REAL ESTATE, PLANTS AND EQUIPMENT		
Plant expenditures for year	\$ 38,679	\$ 45,300
Balance at December 31	765,944	732,764
EMPLOYMENT		
Average number of employees	31.6	28.7
Total payrolls	\$ 586,258	\$ 462,001
WHAT HAPPENED TO THE REVENUE		
GM OF CANADA LIMITED RECEIVED DURING 1976?		in millions
REVENUE RECEIVED		
From sale of products and other income		\$5,192.8 100%
THIS REVENUE WENT		
To suppliers for materials, services, etc.		4,132.7 80%
To employees for payrolls, employee benefit plans, etc.		699.0 13%
For income and other taxes		158.2 3%
To provide for depreciation of real estate, plants and equipment		43.1 1%
For dividends		86.2 2%
For use in the business		73.6 1%





## BOARD OF DIRECTORS

**E. John Barbeau**

Former Executive  
Vice President and  
General Manufacturing  
Manager

**Francis E. Conlin**

Former Director of  
Manufacturing

**George R. Elges**

Vice President  
and Group Executive  
Car and Truck Group  
General Motors Corporation

**Charles L. Jenkins**

Secretary and Treasurer

**Donald H. McPherson**

President  
and General Manager

**Harold L. Smith, Jr.**

Vice President  
and Group Executive  
Power and Appliance Group  
General Motors Corporation

**J. Donald Thornton**

Comptroller

**Edwin H. Walker**

Former President  
and General Manager

**W. Robert Waugh**

Vice President  
and Finance Manager

## OFFICERS

**Donald H. McPherson**

President  
and General Manager

**Richard M. Colcomb\***

Vice President  
and General Sales Manager

**John D. Duffy, Jr.\*\***

Vice President  
and General Sales Manager

**Richard C. Walter**

Vice President  
and General Manufacturing Manager

**A. Grant Warner**

Vice President  
and General Manager,  
Diesel Division

**W. Robert Waugh**

Vice President  
and Finance Manager

**Charles L. Jenkins**

Secretary and Treasurer

**J. Donald Thornton**

Comptroller

\*Effective March 1, 1977

\*\*Until March 1, 1977

*On peut se procurer l'édition française de ce rapport en écrivant au Secrétaire, General Motors du Canada Limitée, William Street, Oshawa, Ontario, L1G 1K7.*





## THE PRESIDENT'S MESSAGE

The year 1976 was one of significant achievement by the people of General Motors of Canada Limited. Dollar sales were a record \$5,190 million, surpassing the 1975 record of \$4,335 million by 20%. Net income improved to \$160 million from \$111 million in 1975 and from the previous record of \$114 million in 1973 and amounted to 3.1% of sales in 1976. While this figure represented an improvement over the 2.6% attained in 1975, it was still substantially below the 3.7% attained in 1973.

Although our performance represented new highs in many areas, the dollar amounts take on a changed perspective if allowance is made for the distortions of inflation. In dollars of constant purchasing power, 1976 dollar sales would be 26% above the 1973 sales while net income would be only 6% higher.

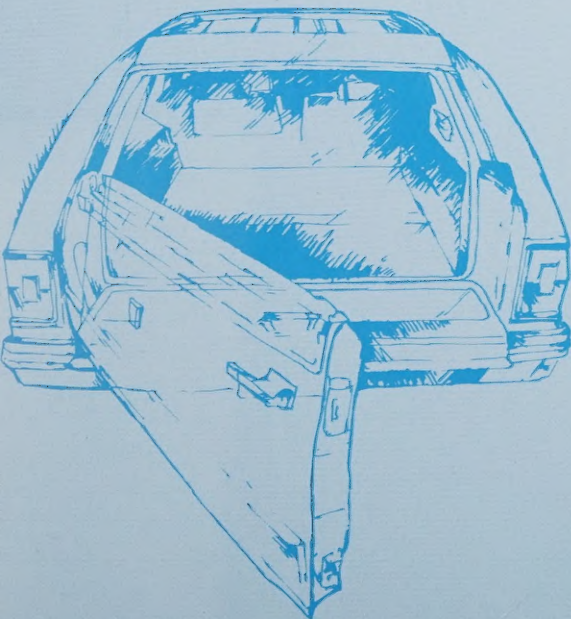
The Canadian automotive industry remained strong in 1976 and, in spite of some production interruptions due to labor disputes, combined industry sales of 1,288,000 cars and trucks were only 1.8% below the record level set in 1975. Industry car sales were 4.3% below record 1975, while truck deliveries exceeded the previous 1975 high by 5.8%.

Compared with the slight decline in industry sales, GM of Canada's combined retail sales of cars and trucks in 1976 established a new record for the fourth consecutive year, totalling 519,400 and surpassing the 1975 record by 0.7%.

GM of Canada's share of total industry sales of passenger cars for 1976 improved by 0.6 percentage points over 1975 to 39.4%. GM's share of Canadian industry truck sales represented 42.9% of the total, an increase of 1.8 percentage points over 1975.

Because 55% of GM of Canada's 1976 vehicle production was exported to the United States, it is important to note that retail sales of cars and trucks in the United States increased to 13.3 million units last year, 20% above 1975. General Motors retail sales of cars and trucks in the United States improved even more dramatically, with 1976 sales achieving an increase of 28% over 1975.

GM of Canada's 1977 product line-up, which has received excellent customer acceptance, demonstrates a continuing effort to anticipate and respond to the needs of our customers. Our completely new full-size, or family-size, cars are designed to be more fuel-efficient, while maintaining the safety, comfort,





conveniences and usable space for passengers and luggage demanded by the motoring public.

Over the past three model years, GM has made greater progress in improving gasoline mileage than any other North American manufacturer and is now ahead of its two principal North American competitors in terms of fleet average miles per gallon. Furthermore, since Canadian vehicle emission standards are less restrictive than regulations set by the United States Government, GM of Canada has been able to achieve fuel economy improvements averaging approximately 6% over comparable vehicles sold in the United States by recalibrating the engines of certain models equipped with a catalytic converter.

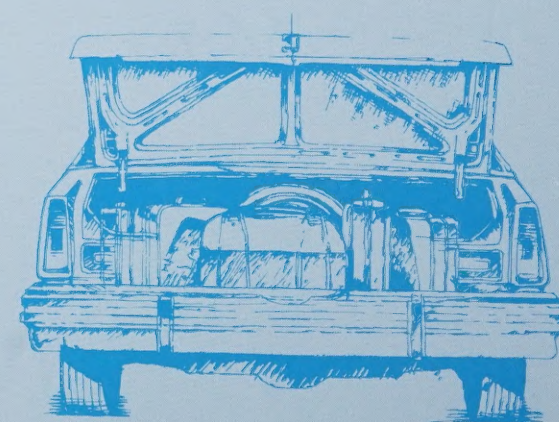
The 1977 full-size, or family-size, cars are another step in GM's North American redesign and engineering program which, beginning in 1974 and extending through 1979, will entail capital expenditures of some \$15 billion by General Motors Corporation. Included in this total are anticipated GM of Canada capital expenditures of about \$1 billion. GM of Canada's new full-size cars, on the average, are some 700 pounds lighter than comparable 1976 models. Additional all-new, high-quality and more fuel-efficient passenger cars will be introduced later this year and in the years ahead as General

Motors works to maintain its leadership in product innovation.

Of all our objectives, the achievement of customer satisfaction -- not only in how we build our products, but in how they are serviced -- is of primary importance. GM's reputation, and that of our dealers, is on the line with every product we make, with every service we render, with every transaction with every customer. We gained new customers in 1976, and we are trying to add more this year. However, we know that while sales are essential to the success of our business, the satisfaction of our customers is essential to our survival.

To stay attuned to the growing markets for General Motors vehicles, parts and accessories, 11 additional Canadian GM automotive dealerships began operations during 1976. At year-end, 1,070 GM dealers had approximately \$280 million invested in sales and service facilities and employed about 32,000 people to serve the automotive transportation requirements of the Canadian public.

Beyond striving to provide customers with the best possible service, it is the intent of General Motors of Canada to produce quality vehicles of the highest value built anywhere in the world. The importance that GM of Canada places on





quality has been highlighted by its continuing Quality Emphasis program which is designed to increase quality awareness on the part of all employees. In any quest to improve products, the most important ingredients are the people who are involved. Thus, educational programs have been expanded to provide both hourly and salaried employees with additional opportunities to improve their capabilities.

Agreement on a new three-year labor contract, retroactive to September 1976, was reached with unions representing GM of Canada's hourly employees in December 1976. While the agreements in both Canada and the U.S. were reached without significant interruption of GM production, these settlements dictate that the cost of labor will become an ever-increasing burden. If we are to counter these higher costs, we must continue to increase the efficiency of our operations.

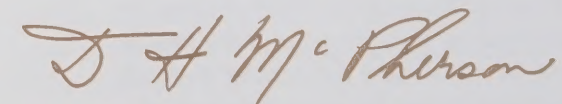
In terms of the outlook for GM of Canada, the Canadian economy continues its modest but real growth. However, inflation -- although no longer at a double-digit rate -- remains a problem area, as does unemployment.

For the 1977 model year, we expect that the Canadian automotive industry will experience a record year. Based on the excellent customer acceptance of our new 1977 models in a highly competitive market

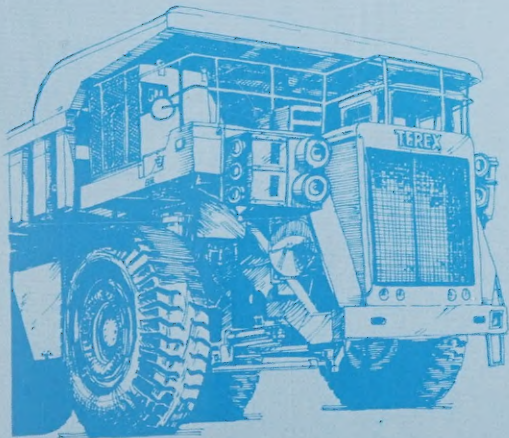
place, we fully expect that GM of Canada will achieve another record year of combined car and truck sales.

Indications that the Canadian Government's Anti-Inflation Controls may end before the statutory expiration date of December 31, 1978, are an additional cause for optimism. GM of Canada welcomes an early return to a free competitive market system, as we believe such a step will lead to increased capital investment and a stronger Canadian economy.

In summary, the achievements of the past year were accomplished only with the sustained efforts of our employees, our dealers, our suppliers, and of course, with the participation of our customers. To all, we express our thanks and appreciation.



D. H. McPherson,  
President.





## A REVIEW OF OPERATIONS

Combined retail car and truck sales of 519,400 units by GM of Canada dealers set a record for the fourth year in a row, exceeding the 1975 record of 515,900 vehicles by 0.7%. This strong performance compares very favorably with total industry sales, which declined 1.8% to 1,288,000 cars and trucks.

### Car Sales

Retail sales of GM cars totalled 373,000 units in 1976, down 2.7% from the 1975 record, but still the second best year in history. In comparison, industry passenger car sales declined 4.3% from the 1975 record level to 946,300 units.

GM of Canada dealers accounted for 39.4% of the industry total, a 0.6 percentage point improvement over 1975. The Company maintained its overall leadership position in the industry.

### Truck Sales

Demand for new trucks in Canada continued very strong in 1976. GM truck sales of 146,500 units were up 10% from the 1975 record, and accounted for 42.9% of all new trucks sold in Canada during 1976. This performance, a 1.8 percentage point improvement over 1975, represents a ten year high. Industry retail deliveries totalled a record 341,700 units, nearly 6% above the previous 1975 record.

### Diesel Division

Following four consecutive record sales years, dollar sales by Diesel Division in 1976 were below 1975, reflecting lower demand in the capital investment sector of the economy.

Intensive negotiations with the Government of Canada during the year resulted in the signing of a contract, early in 1977, for the supply of 350 armoured vehicles to the Canadian Armed Forces. This new product, together with the transfer of school bus chassis assembly operations from Oshawa to London, will require a 218,000 square foot extension to the Diesel Division's facilities in London, Ontario.

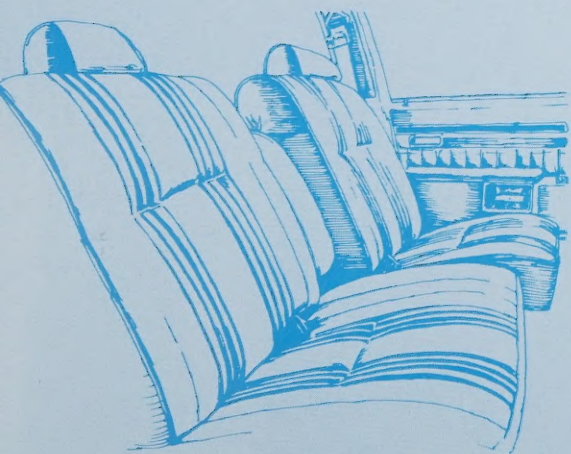
### Overseas Activities

GM of Canada's overseas automotive activities involve primarily the procurement, packaging and shipment of North American-produced components to overseas General Motors plants. This operation produces additional Canadian employment and enhances Canada's trade position.

During 1976, a further increase was made in the number of vehicles exported to countries other than the United States, the majority of which were shipped in component sets for subsequent assembly. A record total of 54,600 units were shipped to 69 countries during 1976, compared with 48,400 shipped vehicles to 67 countries in







1975. Shipment of disassembled Cadillac Seville passenger cars to Iran was established during 1976.

Diesel Division shipped 15 diesel-electric locomotives to Egypt and 40 locomotives to Algeria during 1976. In addition, TEREX off-highway haulers were exported to South Africa, Australia, Mexico, and New Zealand, as well as to the United States.

#### **Capital Expenditures for Plants, Equipment and Special Tools, and Depreciation**

Expenditures for capacity expansion, modernization, plant replacements, and new-model programs in Canada totalled \$38.7 million, 15% below expenditures of \$45.3 million in 1975.

Depreciation charged to income in 1976 was \$43.1 million, compared with \$42.6 million in 1975.

Expenditures for special tools were \$122.3 million in 1976, more than double the \$52.8 million spent in 1975. Tool amortization amounted to \$102.7 million in 1976 and \$93.3 million in 1975.

#### **Automotive Operations**

A number of changes in manufacturing operations were announced or instituted during 1976. Production rates were increased at car and truck assembly plants located in Oshawa, Ontario, at the van

assembly plant in Scarborough, Ontario, and at the car assembly plant located in Ste-Therese, Quebec. The Ste-Therese plant also assembled its one millionth vehicle in 1976. Additional production space is being added at the Oshawa car and truck plants and at the Scarborough plant.

At St. Catharines, Ontario, a major modernization program at the foundry will increase the capacity of nodular iron pouring. With regard to axle production, there will be an increase of 400 axles daily to meet volume requirements for 1978 model GMC and Chevrolet vans. At the St. Catharines engine plant, the six millionth engine was manufactured in September 1976.

The trim plant at Windsor, Ontario, began plastics fabrication late in 1976. This operation will supplement the production of interior soft trim items for shipment to U.S. and Canadian car, truck and van assembly plants. At the Oshawa fabrication plant, the plastic injection moulding facility is being expanded to meet requirements for 1978 model passenger cars and trucks.

#### **Personnel**

Employment during 1976 averaged 31,600 men and women and payrolls totalled a record \$586 million.

Total Company contributions for employee benefit programs in Canada reached a record \$109.3 million in 1976,



compared with the previous high of \$99.7 million in 1975.

During the year, significantly improved pay schedules and personnel benefit programs were instituted. Additionally, certain benefits for retirees were expanded and extended.

### Vehicle Sales

The following table details 1976 vehicle sales by GM of Canada compared with 1975. Of the 986,000 units sold in 1976, 714,600 were manufactured in Canada, an increase of 20% over 1975. Of the total GM Canadian-produced units, 445,500 were exported in 1976, 32% more than in 1975.

	<b>Cars and Trucks</b>	
	<b>1976</b>	<b>1975</b>
Sales to GM Dealers:		
Manufactured in Canada	269,100	257,000
Imported from U.S.	<u>271,400</u>	<u>257,700</u>
Total	<u>540,500</u>	<u>514,700</u>
Manufactured in Canada and		
Exported to:		
U.S.	390,900	289,700
Other Areas	<u>54,600</u>	<u>48,400</u>
Total	<u>445,500</u>	<u>338,100</u>
Total GM of Canada Sales	<u>986,000</u>	<u>852,800</u>
Total Manufactured in Canada		
(Factory Sales)	<u>714,600</u>	<u>595,100</u>

### Financial Results

Dollar sales by General Motors of Canada Limited totalled a record \$5,190 million in 1976, compared with \$4,335 million in 1975, the previous record year.

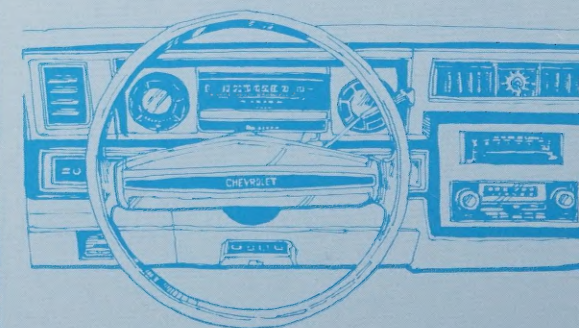
Net income in 1976 was a record \$160 million, compared with \$111 million in 1975 and the previous high of \$114 million in 1973.

The increased earnings by GM of Canada in 1976 compared with 1975 were the result of significant increases in the volume of export sales. Earnings on domestic sales conformed to the Regulations of the Anti-Inflation Board of the Government of Canada.

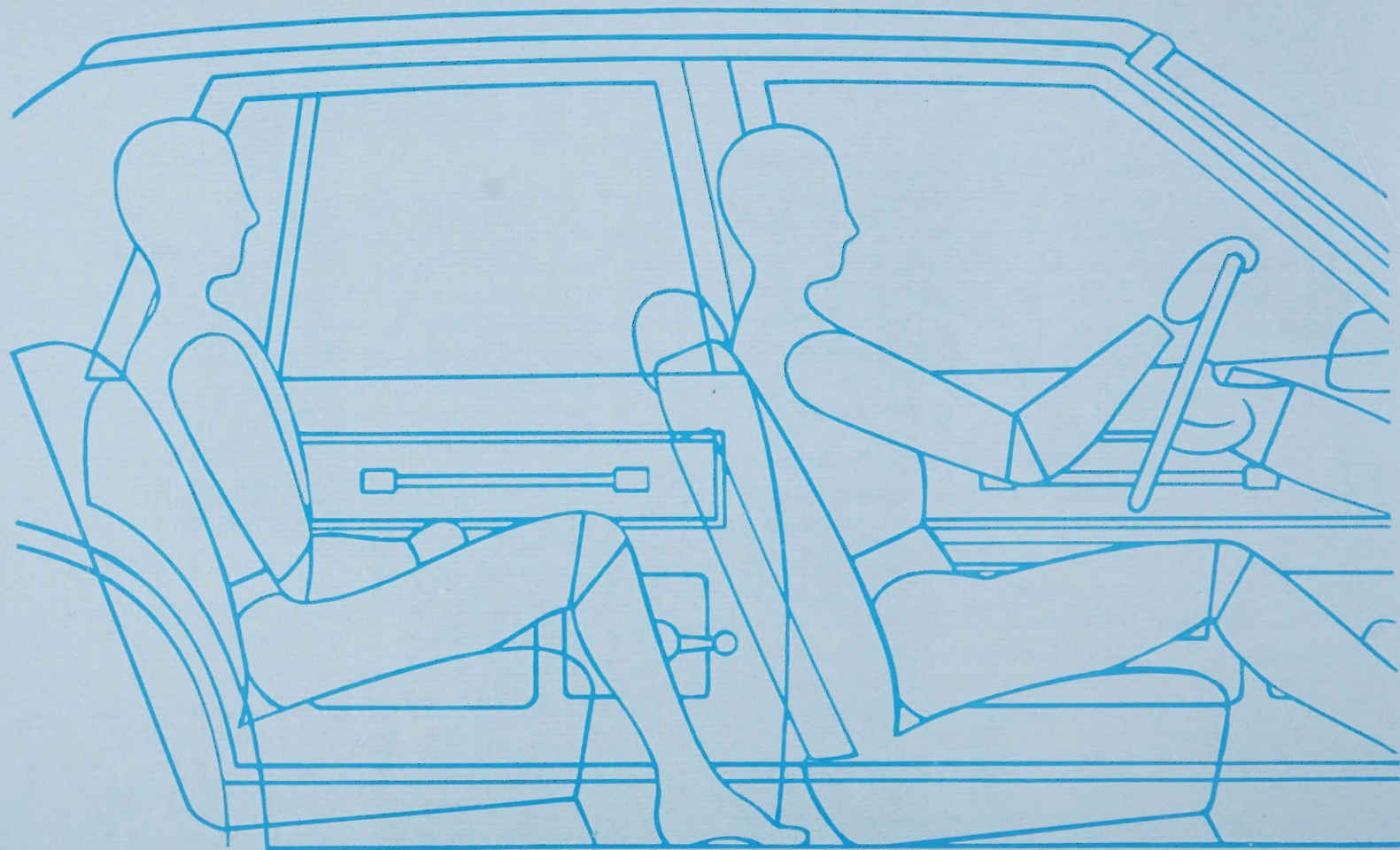
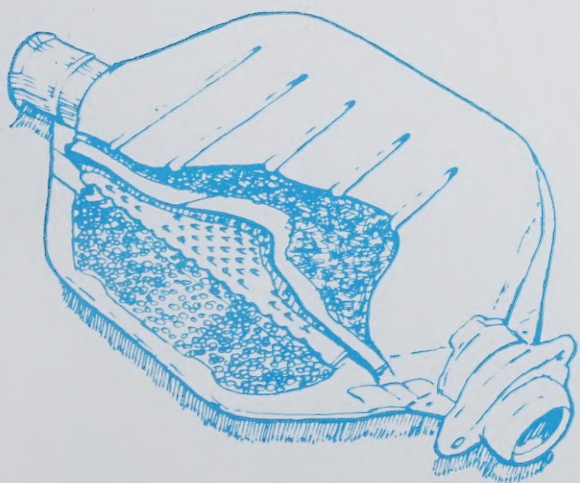
### Automotive Pricing

As a result of strong demand for GM vehicles and an exchange premium on the Canadian dollar, General Motors car and truck wholesale prices remained unchanged, on an average basis, during 1976 in order to ensure compliance with the Anti-Inflation Regulations of the Government of Canada.

However, cost increases resulting from the new labor contract, together with the many other cost pressures which built up during the year, permitted under the Regulations a 5.5% average price increase. This increase, effective January 10, 1977, will permit partial recovery of these higher costs.









GENERAL MOTORS OF CANADA LIMITED  
STATEMENT OF INCOME AND  
NET INCOME RETAINED FOR USE IN THE BUSINESS  
for the years ended December 31, 1976 and 1975

	1976	1975
NET SALES (Note 2)	\$5, 189, 764, 099	\$4, 335, 209, 003
Other income less income deductions	<u>3, 010, 903</u>	<u>9, 206, 953</u>
TOTAL	<u>5, 192, 775, 002</u>	<u>4, 344, 415, 956</u>
COSTS AND EXPENSES		
Cost of sales and other operating charges, exclusive of items listed below	4, 678, 131, 567	3, 931, 243, 753
Selling, general and administrative expenses	94, 775, 219	80, 022, 626
Depreciation of real estate, plants and equipment	43, 100, 582	42, 601, 214
Amortization of special tools	102, 679, 576	93, 343, 742
Interest expense (Note 5)	5, 047, 107	7, 800, 913
Income taxes (Note 3)	<u>109, 233, 000</u>	<u>78, 174, 000</u>
TOTAL	<u>5, 032, 967, 051</u>	<u>4, 233, 186, 248</u>
NET INCOME	159, 807, 951	111, 229, 708
NET INCOME RETAINED FOR USE IN THE BUSINESS at beginning of the year	<u>427, 562, 555</u>	<u>396, 151, 722</u>
TOTAL	587, 370, 506	507, 381, 430
LESS CASH DIVIDENDS	<u>86, 204, 385</u>	<u>79, 818, 875</u>
NET INCOME RETAINED FOR USE IN THE BUSINESS at end of the year	<u>\$ 501, 166, 121</u>	<u>\$ 427, 562, 555</u>

Reference should be made to the Notes to Financial Statements (pages 13 through 16).





GENERAL MOTORS  
OF CANADA LIMITED

ASSETS

	<u>1976</u>	<u>1975</u>
<b>CURRENT ASSETS</b>		
Cash	\$ 1,996,433	\$ 7,618,658
Time deposits and marketable securities - at cost which approximates market	181,804,920	97,974,747
Accounts and notes receivable:		
Trade - affiliated companies	199,687,671	180,666,359
Other trade and sundry	123,331,945	104,886,298
Inventories	405,167,916	356,981,116
Prepaid expenses and deferred income taxes	36,642,098	26,452,947
<b>TOTAL CURRENT ASSETS</b>	<u>948,630,983</u>	<u>774,580,125</u>
<b>PROPERTY</b>		
Real estate, plants and equipment (Note 4)	765,944,047	732,764,231
Less accumulated depreciation	485,289,472	447,309,630
Net real estate, plants and equipment	280,654,575	285,454,601
Special tools - less amortization	66,390,335	46,756,448
<b>TOTAL PROPERTY</b>	<u>347,044,910</u>	<u>332,211,049</u>
<b>OTHER ASSETS</b>	<u>1,056,989</u>	<u>420,421</u>
<b>TOTAL ASSETS</b>	<u>\$1,296,732,882</u>	<u>\$1,107,211,595</u>

Approved by the Board:

*D H McPherson*

Director

*W R. Jan*

Director





## BALANCE SHEET

DECEMBER 31, 1976 AND 1975

## LIABILITIES AND SHAREHOLDERS' EQUITY

	<u>1976</u>	<u>1975</u>
<b>CURRENT LIABILITIES</b>		
Accounts and notes payable:		
Trade - affiliated companies	\$ 175,732,563	\$ 117,899,489
Banks	—	8,500,000
Other trade and sundry	207,646,363	174,406,355
Income and other taxes payable	70,544,332	40,823,625
Other accrued liabilities	190,301,714	143,298,370
Current portion of long-term debt	—	50,000,000
<b>TOTAL CURRENT LIABILITIES</b>	<u>644,224,972</u>	<u>534,927,839</u>
 LONG-TERM DEBT (Note 5)	 <u>40,590,000</u>	 <u>40,590,000</u>
 DEFERRED INCOME TAXES	 <u>28,923,000</u>	 <u>25,672,000</u>
 OTHER LIABILITIES	 <u>8,292,187</u>	 <u>4,922,599</u>
 <b>SHAREHOLDERS' EQUITY</b>		
Capital stock - \$100 par value; authorized, issued and fully paid, 703,250 shares	70,325,000	70,325,000
Capital surplus (principally additional paid-in capital)	3,211,602	3,211,602
Net income retained for use in the business	501,166,121	427,562,555
<b>TOTAL SHAREHOLDERS' EQUITY</b>	<u>574,702,723</u>	<u>501,099,157</u>
 <b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	 <u><u>\$1,296,732,882</u></u>	 <u><u>\$1,107,211,595</u></u>

Reference should be made to the Notes to Financial Statements (pages 13 through 16).







GENERAL MOTORS OF CANADA LIMITED  
STATEMENT OF CHANGES IN FINANCIAL POSITION  
for the years ended December 31, 1976 and 1975

	1976	1975
<b>SOURCE OF FUNDS</b>		
Net income	\$159,807,951	\$111,229,708
Depreciation of real estate, plants and equipment	43,100,582	42,601,214
Amortization of special tools	102,679,576	93,343,742
Deferred income taxes	3,251,000	2,701,000
Total current operations	308,839,109	249,875,664
Proceeds from disposals of property	378,163	863,267
Other - net	2,733,020	(998,147)
TOTAL	311,950,292	249,740,784
<b>APPLICATION OF FUNDS</b>		
Dividends paid	86,204,385	79,818,875
Expenditures for real estate, plants and equipment	38,678,719	45,300,034
Expenditures for special tools	122,313,463	52,788,677
Current portion of long-term debt	—	50,000,000
TOTAL	247,196,567	227,907,586
INCREASE IN WORKING CAPITAL	64,753,725	21,833,198
WORKING CAPITAL AT BEGINNING OF THE YEAR	239,652,286	217,819,088
WORKING CAPITAL AT END OF THE YEAR	\$304,406,011	\$239,652,286
<b>INCREASE (DECREASE) IN WORKING CAPITAL BY ELEMENT</b>		
Cash, time deposits and marketable securities	\$ 78,207,948	\$ 25,462,304
Accounts and notes receivable:		
Affiliated companies - net	(38,811,762)	107,038,710
Other	18,445,647	5,113,160
Inventories	48,186,800	(13,782,845)
Prepaid expenses and deferred income taxes	10,189,151	4,469,025
Accounts and notes payable:		
Banks	8,500,000	(8,500,000)
Other	(33,240,008)	(11,387,495)
Income and other taxes payable	(29,720,707)	(31,871,200)
Other accrued liabilities	(47,003,344)	(4,708,461)
Current portion of long-term debt	50,000,000	(50,000,000)
INCREASE IN WORKING CAPITAL	\$ 64,753,725	\$ 21,833,198

Reference should be made to the Notes to Financial Statements (pages 13 through 16).



## NOTES TO FINANCIAL STATEMENTS

### NOTE 1. SIGNIFICANT ACCOUNTING POLICIES

The Company is engaged primarily in a single class of business - the manufacture, assembly and distribution of products which relate to transportation equipment consisting principally of passenger cars, trucks, coaches and locomotives as well as parts and accessories.

#### Transactions in Foreign Currencies:

Transactions in foreign currencies have been stated in Canadian currency at the average rates of exchange for the months in which they occurred. The current portions of assets and liabilities which are to be settled in foreign currencies have been stated in Canadian currency at the rates of exchange in effect at the balance sheet dates; the non-current portions of such assets and liabilities have been stated in Canadian currency at rates which were in effect at the dates of the related transactions.

#### Income Taxes:

Investment tax credits allowable under the income tax laws are deducted in determining taxes estimated to be payable currently and are deferred and amortized over the lives of the related assets. The tax effects of timing differences between pre-tax accounting income and taxable income are deferred.

#### Inventories:

Inventories are stated at the lower of cost or market. Cost is determined substantially by the first-in, first-out or the average cost method. Market value is current sales price less distribution cost for finished product and replacement cost for other inventories. Physical inventories are taken at all locations annually.

#### Property, Depreciation And Amortization:

Property is stated at cost. Maintenance, repairs, rearrangement expenses and renewals and betterments which do not enhance the value or increase the basic productive capacity of the assets are charged to costs and expenses as incurred.

Depreciation is provided on groups of property using, with minor exceptions, an accelerated method which accumulates depreciation of approximately two-thirds of the depreciable cost during the first half of the estimated lives of the property. The annual group rates of depreciation are as follows:

<u>Classification of Property</u>	<u>Annual Group Rates</u>
Land improvements	5%
Buildings	3-1/2%
Machinery and equipment	8-1/3% (Average)
Furniture and office equipment	6% (Average)







## NOTES TO FINANCIAL STATEMENTS (CONTINUED)

### NOTE 1. SIGNIFICANT ACCOUNTING POLICIES (CONCLUDED)

#### Property, Depreciation And Amortization: (Concluded)

Expenditures for special tools are amortized, with the amortization applied directly to the asset account, over short periods of time because the utility value of the tools is radically affected by frequent changes in the design of the functional components and appearance of the product. Replacement of special tools for reasons other than changes in products is charged directly to cost of sales.

#### Pension Program:

The Company participates with affiliated Canadian companies in pension plans covering substantially all of its employees. Benefits under the plans are generally related to length of service, wages and salaries and contributions. The costs of these plans are determined on the basis of actuarial cost methods. Unfunded past service pension costs are being funded and amortized over periods not exceeding 15 years.

#### Product Related Expenses:

Expenditures for research and development and for advertising and sales promotion are charged to costs and expenses when incurred; provisions for estimated costs related to product warranty are made at the time the products are sold.

### NOTE 2. NET SALES

Net sales includes sales to affiliated companies of \$2,152 million in 1976 and \$1,512 million in 1975.

### NOTE 3. INCOME TAXES

Income taxes consist of the following:

	1976	1975
Taxes payable currently	\$116,178,000	\$ 79,989,000
Deferred income taxes	(6,945,000)	(1,815,000)
Total	<u>\$109,233,000</u>	<u>\$ 78,174,000</u>



## NOTES TO FINANCIAL STATEMENTS (CONTINUED)

### NOTE 4. REAL ESTATE, PLANTS AND EQUIPMENT

Real estate, plants and equipment consists of the following:

	<u>1976</u>	<u>1975</u>
Land, buildings and improvements	\$266,693,533	\$250,677,289
Machinery, equipment and furniture	482,271,765	461,577,989
Construction in progress	16,978,749	20,508,953
Total	<u>\$765,944,047</u>	<u>\$732,764,231</u>

### NOTE 5. LONG-TERM DEBT AND INTEREST EXPENSE

Long-term debt consists of the following:

	<u>1976</u>	<u>1975</u>
Notes payable to Canadian Chartered Banks	\$ —	\$ 50,000,000
Notes payable to General Motors Corporation due in 1979 (U.S. \$41,000,000)	40,590,000	40,590,000
	40,590,000	90,590,000
Less amount currently payable	—	50,000,000
Total long-term debt	<u>\$ 40,590,000</u>	<u>\$ 40,590,000</u>

Interest expense includes interest on long-term debt of \$4,757,877 in 1976 and \$7,824,812 in 1975.

### NOTE 6. ANTI-INFLATION LEGISLATION

The Company is subject to the provisions of the Anti-Inflation Act and Regulations relating to the restraint of prices, profit margins, compensation and dividends. In the opinion of management, the Company has complied with the provisions of the legislation in all material respects.

### NOTE 7. PENSION PROGRAM

Late in 1976, the pension plans were amended, subject to shareholders' approval and favourable government rulings, to provide increased benefits. Unfunded past service pension costs amount to approximately \$389 million at December 31, 1976 (1975 - \$351 million). The actuarially computed value of vested benefits exceeded the total of pension funds, at market and balance sheet accruals at December 31, 1976, by approximately \$62 million (1975 - \$70 million).





## NOTES TO FINANCIAL STATEMENTS (CONCLUDED)

### NOTE 8. CONTINGENT LIABILITIES

There are various claims and pending actions against the Company in respect of product liability, warranties and other matters arising out of the conduct of the business. The amounts of liability on these claims and actions at December 31, 1976 were not determinable but, in the opinion of management, the ultimate liability resulting will not materially affect the financial position or results of operations of the Company.

### NOTE 9. REMUNERATION OF OFFICERS AND DIRECTORS

The following information is reported in accordance with the requirements of Section 122.2 of the Canada Corporations' Act:

In 1976, \$12,000 was paid by the Company to three of the eleven persons who served as directors in 1976; remuneration as officers aggregating \$902,601 was paid by the Company to the eight persons who served as officers, four of whom also served as directors.

### NOTE 10. THE COMPANIES ACT OF BRITISH COLUMBIA

These financial statements comply with the disclosure requirements of the Canada Corporations Act, but do not necessarily comply with all the disclosure requirements of the Companies Act of British Columbia.

#### AUDITORS' REPORT

DELOITTE, HASKINS & SELLS  
Chartered Accountants

Royal Trust Tower  
Toronto-Dominion Centre  
Toronto, Ontario  
M5K 1K4

To the Shareholders of General Motors of Canada Limited:

We have examined the Balance Sheet of General Motors of Canada Limited as at December 31, 1976 and 1975 and the related Statements of Income and Net Income Retained for Use in the Business and Changes in Financial Position for the years then ended. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion these financial statements present fairly the financial position of the Company as at December 31, 1976 and 1975 and the results of its operations and the changes in its financial position for the years then ended, in accordance with generally accepted accounting principles consistently applied.

January 28, 1977.

*Deloitte, Haskins & Sells*





## STATISTICAL SUMMARY

(Dollars in millions)	1976	1975	1974	1973	1972
Net sales	5,189.8	4,335.2	3,613.5	3,116.1	2,466.9
Net income	159.8	111.2	106.1	113.9	94.2
Net income - percent of Sales	3.1%	2.6%	2.9%	3.7%	3.8%
Dividends	86.2	79.8	79.8	72.4	58.2
Dividends - percent of Net Income	53.9%	71.8%	75.2%	63.6%	61.7%
Expenditures for plant and equipment	38.7	45.3	58.3	45.5	31.9
Expenditures for special tools	122.3	52.8	154.4	54.6	72.5
Payrolls	586.3	462.0	449.6	391.0	322.2
Average number of employees	31,639	28,700	30,258	28,661	26,625
Working Capital	304.4	239.7	217.8	260.7	238.0

## UNIT SALES OF CARS, TRUCKS AND COACHES

	1976	1975	1974	1973	1972
Manufactured in Canada					
Passenger Cars	477,092	406,293	476,444	443,384	353,924
Trucks and coaches	237,509	188,853	165,669	136,424	105,204
Total factory sales	714,601	595,146	642,113	579,808	459,128
Imported vehicles	271,431	257,667	196,611	210,527	171,918
Total unit sales	986,032	852,813	838,724	790,335	631,046

### Unit Sales by Areas

Canada	540,516	514,658	471,214	467,368	350,999
United States	390,932	289,724	333,732	298,472	254,994
Other Countries	54,584	48,431	33,778	24,495	25,053

PRINTED IN CANADA





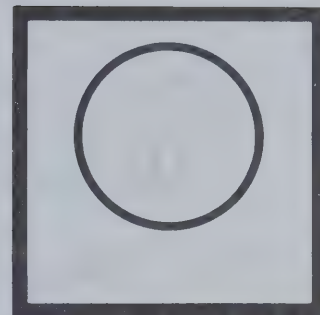




# The All New 1980 Skylark

AR35

by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

---

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

## BUICK SKYLARK FOR 1980

OSHAWA, Ont. -- The all-new 1980 Buick Skylark has been designed and engineered from the ground up for efficient use of materials, space, and energy while providing the convenience and comfort traditionally associated with the name "Buick".

For 1980, Buick offers three Skylark series: Skylark, Skylark Sport, and Skylark Limited. All three are offered in both coupe and sedan.

For the first time, the Skylark has front-wheel drive with the engine mounted transversely. This configuration permits efficient use of available passenger compartment space. Either the standard 2.5 litre (151 CID) 2-barrel L-4 engine, or the optional 2.8 litre (171 CID) 2-barrel V-6 is available in all models.

The standard transmission is a manual 4-speed with a floor-mounted shift. There is an optional automatic 3-speed available.

- more -







Following in the footsteps of such current Buick success stories as Riviera and Regal, the Skylark features a bold upright grille flanked by sloping fenders, wide horizontal tail lamps, and a notchback roofline -- all identifiable Buick features. Under the sheet metal, Skylark has the same attention to engineering that has long provided Buicks with precise handling and a comfortable, smooth ride.

Buick has long been known for its luxurious full-size cars. In the 1980 Skylark Limited, that same luxury is offered in a compact car. Inside there are velour or vinyl notchback seats, door courtesy lights, and a carpeted package shelf. Limited models also feature dome, engine, glove-box, ashtray, trunk, and courtesy lights as standard equipment and generous use of wood grain on the instrument panel.

Surrounding the Skylark Limited passenger compartment is an acoustical insulation package meeting the same material specifications as that used on Buick's top-of-the-line Riviera.

On the exterior there is no mistaking a Buick Skylark Limited. Standard equipment includes a stand-up hood ornament, wind split moulding running the length of the hood, belt reveal mouldings and pillar applique mouldings. Also included are deluxe wheel covers, wheel opening mouldings, and wide rocker panel mouldings. For ease and convenience in opening and closing the hood, there is a gas strut rather than a prop rod.

All Skylarks for 1980 have an AM radio and dual front speakers and windshield antenna as standard equipment. A full range of optional entertainment centres is available, including CB's, stereo AM/FM cassette and 8-track tape players and power antenna.





A new feature on all 1980 Skylarks is a "wet-arm" windshield washer system. By replacing the cowl-mounted washer found on previous models with an in-arm delivery system, washer solution is distributed more evenly for better performance.

The Sport Coupe and Sport Sedan feature several items exclusive of the standard Skylark. There is a specially styled grille with strong vertical body-colored bars, black mouldings, front and rear bumper strips, Sport steering wheel and Designers' Sport wheels, amber front park and turn lamps and P205/70R-13 steel-belted radial-ply blackwall tires. The Sport models feature Rallye ride-and-handling suspension, including a large 27 mm diameter front stabilizer bar, 22 mm rear stabilizer bar and stiffer front spring rates. There are voltmeter, temperature and trip odometer gauges mounted in a specific black crackle finish instrument panel that has orange highlights and simulated Allen head fasteners for a more sporty appearance.

Also new on the 1980 Skylark Sport Coupe and Sport Sedan are exclusive smoked tail lamp lenses that appear black until either brake or running lights are activated. An available option is a bold sport stripe which runs the entire length of the car even with the bumperline and incorporating the Buick hawk logo.

The standard Skylark coupe and sedan are long on comfort, styling, and engineering features. They include cut-pile carpeting front and rear, and a choice of two cloth and three vinyl fabrics on either the standard split bench or available notchback seats. There are also bucket seats in oyster white vinyl available in Skylark and Skylark Sport models. These seats can be complemented by a choice of five different interior accent colors and an optional full-length operating console.





All Skylarks feature roof drip, windshield and rear window reveal, door and window frame mouldings, locking glove compartment, and a windshield wiper system for single stroke during misty conditions.

All Skylark instrument panels have the exclusive flood-lighting found on full-size Buicks. This lighting system complements the regular behind-the-gauge lighting by sending diffuse light down from the overhang at the top of the panel.

The 1980 Skylark continues the Buick tradition of providing style and efficiency of operation without sacrifice of luxury and comfort.





# Skylark

## SKYLARK SEDAN MASS REDUCTIONS

1980 vs 1979

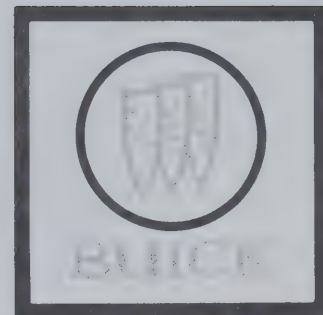
	<u>KG</u>	<u>LBS</u>
	- 93	-205
● NEW DOWNSIZED BODY		
- UNITIZED CONSTRUCTION		
- MORE EFFICIENT STRUCTURE		
- USE OF HIGH STRENGTH STEELS		
- IMPROVED DOORS, SEATS & WIPER SYSTEMS		
- SEMI-MODULAR HEATING SYSTEM		
- STYLED BUMPER FILLERS		
- RADIO IS STANDARD EQUIPMENT		
● FRONT WHEEL DRIVE	- 84	-185
- MacPHERSON STRUT FRONT SUSPENSION		
- TRAILING ARM REAR SUSPENSION		
● BRAKE SYSTEM SIZED TO CAR	- 22	- 49
● TRANSVERSE MOUNTED L-4 ENGINE	- 39	- 84
● 4-SPEED FRONT WHEEL DRIVE TRANSMISSION	- 10	- 22
● NEW GAS TANK	- 27	- 60
- MOUNTED UNDER REAR SEAT		
- SIZED FOR IMPROVED FUEL ECONOMY		
● EXHAUST SYSTEM SIZED TO ENGINE	- 3	- 7
● RACK AND PINION STEERING	- 10	- 22
● P185/80R13 TIRES WITH 13" WHEELS	- 18	- 40
- COMPACT SPARE		
● CROSS FLOW RADIATOR	- 3	- 7
● ALUMINUM ONE-PIECE BUMPERS	- 39	- 86
- LOCAL REINFORCEMENTS		
- MINI-ENERGY ABSORBER UNITS		
TOTALS	<u>348</u>	<u>767</u>





# The All New 1980 Skylark

by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

## ENGINEERING FOR THE '80s

### BUICK SKYLARK

OSHAWA, Ont. -- The 1980 Skylark is the first Buick to feature a transverse-mounted engine -- and only the second to offer front-wheel drive, following by only six months the introduction of the 1979 Riviera.

The aim in engineering Skylark was to produce a car with abundant usable passenger and luggage space, all the detail and refinements for an agile yet comfortable ride, and a styling theme that was recognizably Buick.

Efficient space utilization is achieved by several means, the most important of which is the use of transverse front-wheel drive. This configuration permits the packaging of the entire drivetrain in front of the passenger compartment. Except for the exhaust and fuel systems, the remaining portion of the vehicle is left available for passengers and possessions.

- more -





In combination with MacPherson strut suspension in the front and a trailing axle in the rear, the positioning of the engine at a 90° angle to the longitudinal axis of the car allowed engineers considerable savings in weight and outside dimensions.

The United States Environmental Protection Agency interior rating index for the 1980 Skylarks is slightly more than the 1979 models, yet they are approximately 483 mm (19 in.) shorter, 127 mm (5 in.) narrower and 340.9 kg (750 lbs.) lighter than their predecessors. Although mounted on a 2664 mm (104.9 in.) wheelbase rather than the 2819 mm (111 in.) wheelbase used in 1979, front leg and hip room are increased and front head and shoulder room are only slightly reduced. In the rear seat, the head, leg and hip room are slightly increased while there is a small decrease in shoulder room.

The 1980 Skylark sedan's trunk capacity is increased more than 28.3 litres (1 cu. ft.) compared to its 1979 counterpart, while trunk room in both the 1979 and 1980 Skylark coupes is the same -- 404 litres (14.3 cu. ft.).

The standard powerplant in the 1980 Skylark is the 2.5 litre (151 CID) 2-barrel L-4. A 2.8 litre (171 CID) 2-barrel V-6 is available on all models. The latter is a 60° configuration with an aluminum intake manifold for quick warm-up and good cold engine driveability.

To improve comfort and quiet operation, an isolated engine cradle is used to support the engine, drivetrain and front lower control arms. Compared to conventional body integral construction, this design provides improved engine and road impact isolation to the passenger compartment.





The extensive use of insulation in all 1980 Skylarks also contributes to quiet operation. In the top-of-the-line Limited, Buick uses the same acoustical insulation treatment and materials as it does in the Riviera.

To further enhance the quiet ride in models using the optional V-6 engine and THM 125 automatic transmission, a hydraulic motion damper is used. This small, single tube "shock absorber" reduces engine vibration and allows the use of softer engine mounts, thus giving passengers a softer ride.

The elimination of torque steer, lead, and throttle or brake sensitivity generally associated with front-drive cars was achieved through an extensive effort in design analysis, test development and production controls. The result, when combined with rack and pinion steering, is linear, predictable, yet precise, handling.

Other engineering features found on the 1980 Skylark are the maintenance-free sealed front and rear wheel bearings, very similar to those introduced on the 1979 Riviera, and bolt-on fender inners that provide improved splash protection for the engine compartment.

The braking system incorporates several innovations. Skylark for the first time uses a low drag front caliper which improves efficiency by means of a specially designed piston seal that also acts as a return spring for the brake pad.

Models with standard brake systems use an organic outboard lining with a semi-metallic inboard lining. With power assist, a full semi-metallic lining is used. Rear brakes are conventional drums with organic lining.





Another first in brakes on the Skylark is the use of a quick take-up master cylinder with integral valving. The quick take-up feature maintains a firm pedal feel with the low drag calipers. Both proportioning and failure warning functions are incorporated into the master cylinder itself. The master cylinder body is cast aluminum with a plastic reservoir for weight and space savings.

This system is also the first General Motors design to feature diagonal split braking for improved partial system performance with the weight bias inherent in transverse-wheel drive.





# BUICK SKYLARK DIMENSIONS

1979 - 1980

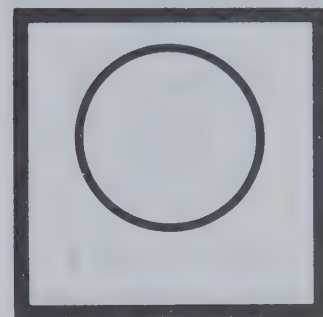
mm (inches)	1979		1980	
	Coupes	Sedans	Coupes	Sedans
Wheelbase	2,819 (111.0)	2,819 (111.0)	2,664 (104.9)	2,664 (104.9)
Tread, Front	1,501 (59.1)	1,501 (59.1)	1,492 (58.7)	1,492 (58.7)
Tread, Rear	1,515 (59.7)	1,515 (59.7)	1,447 (57.0)	1,447 (57.0)
Length	5,084 (200.2)	5,084 (200.2)	4,599 (181.1)	4,599 (181.1)
Width	1,847 (72.7)	1,847 (72.7)	1,712 (67.4)	1,716 (67.6)
Height	1,326 (52.2)	1,349 (53.1)	1,315 (51.8)	1,315 (51.8)
Front Interior				
Head Room	970 (38.2)	993 (39.1)	971 (38.2)	971 (38.2)
Leg Room	1,059 (41.7)	1,059 (41.7)	1,067 (42.0)	1,067 (42.0)
Shoulder Room	1,438 (56.6)	1,438 (56.6)	1,414 (55.7)	1,414 (55.7)
Hip Room	1,354 (53.3)	1,354 (53.3)	1,386 (54.6)	1,386 (54.6)
Rear Interior				
Head Room	932 (36.7)	942 (37.1)	957 (37.7)	957 (37.7)
Leg Room	846 (33.3)	894 (35.2)	878 (34.6)	901 (35.5)
Shoulder Room	1,405 (55.3)	1,440 (56.7)	1,402 (55.2)	1,416 (55.7)
Hip Room	1,341 (52.8)	1,361 (53.6)	1,358 (53.5)	1,370 (53.9)
Trunk Cap. litres (cu. feet)	404 (14.3)	374 (13.2)	404 (14.3)	404 (14.3)





# The All New 1980 Skylark

by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

## THE 1980 BUICK SKYLARK INTERIORS & EXTERIORS

OSHAWA, Ont. -- The 1980 Buick Skylark's all-new engineering is complemented by some all-new interior and exterior offerings.

Interior trim materials include a new tan and white or blue and white houndstooth cloth on either the standard split bench seat or the available notchback seat in both the Skylark and the Skylark Sport models. Both seats are also available in tan or black vinyl on coupes and sedans and oyster white vinyl in coupes.

Bucket seats are available in oyster white with a choice of five accent colors in either Skylark or Skylark Sport coupes and sedans.

In the top-of-the-line Skylark Limited coupes and sedans, notchback seats in blue, tan, black or red cloth, or oyster white vinyl in coupes, are standard.

The 14 exterior colors available on 1980 Skylarks include 11 new shades, along with four two-tone designer accent color applications for an added touch. The available full vinyl top or heavily padded landau vinyl top comes in a choice of seven colors, five of which are new.

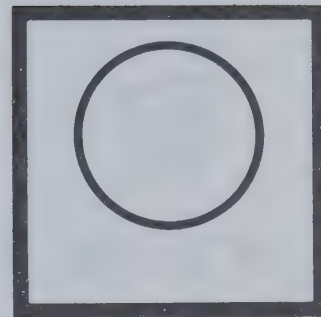
To combine the outside with the inside, there is also a flip-open Vista-Vent glass sunroof available on all Skylark models.





# The All New 1980 Skylark

by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

## NEW MATERIAL USAGE

### 1980 BUICK SKYLARK

OSHAWA, Ont. -- Three materials - aluminum, high-strength low-alloy (HSLA) steel, and plastic - received additional usage in the totally redesigned 1980 Buick Skylark.

New uses of aluminum include windshield garnish mouldings, brake master cylinder, engine intake manifolds, and front and rear bumper face bars.

The utilization of HSLA includes rocker panel outers, rail reinforcements in doors and the engine compartment, windshield pillar inners, control arms, and shock absorber brackets.

A major new use of plastic on the 1980 Skylark is the clear vinyl-plastisol boot-type seal for the steering column where it passes through the front dash. There is also a mineral glass-reinforced Nylon 6 engine cooling fan with rotating shroud and a urethane valance panel below the front bumper. The front-end panel on Sport models is polyester injection moulded and on the other Skylark models is polyester SMC (Sheet Moulded Compound).

Together, these new material uses contribute to the 337.5 kg (750 lbs.) savings achieved in the 1980 Skylark compared to its 1979 predecessor.





1980 BUICK SKYLARK SPORT COUPE







1980 BUICK SKYLARK SPORT COUPE







**1980 BUICK SKYLARK SPORT COUPE**



**1980 BUICK SKYLARK LIMITED SEDAN**





1980 BUICK SKYLARK LIMITED SEDAN



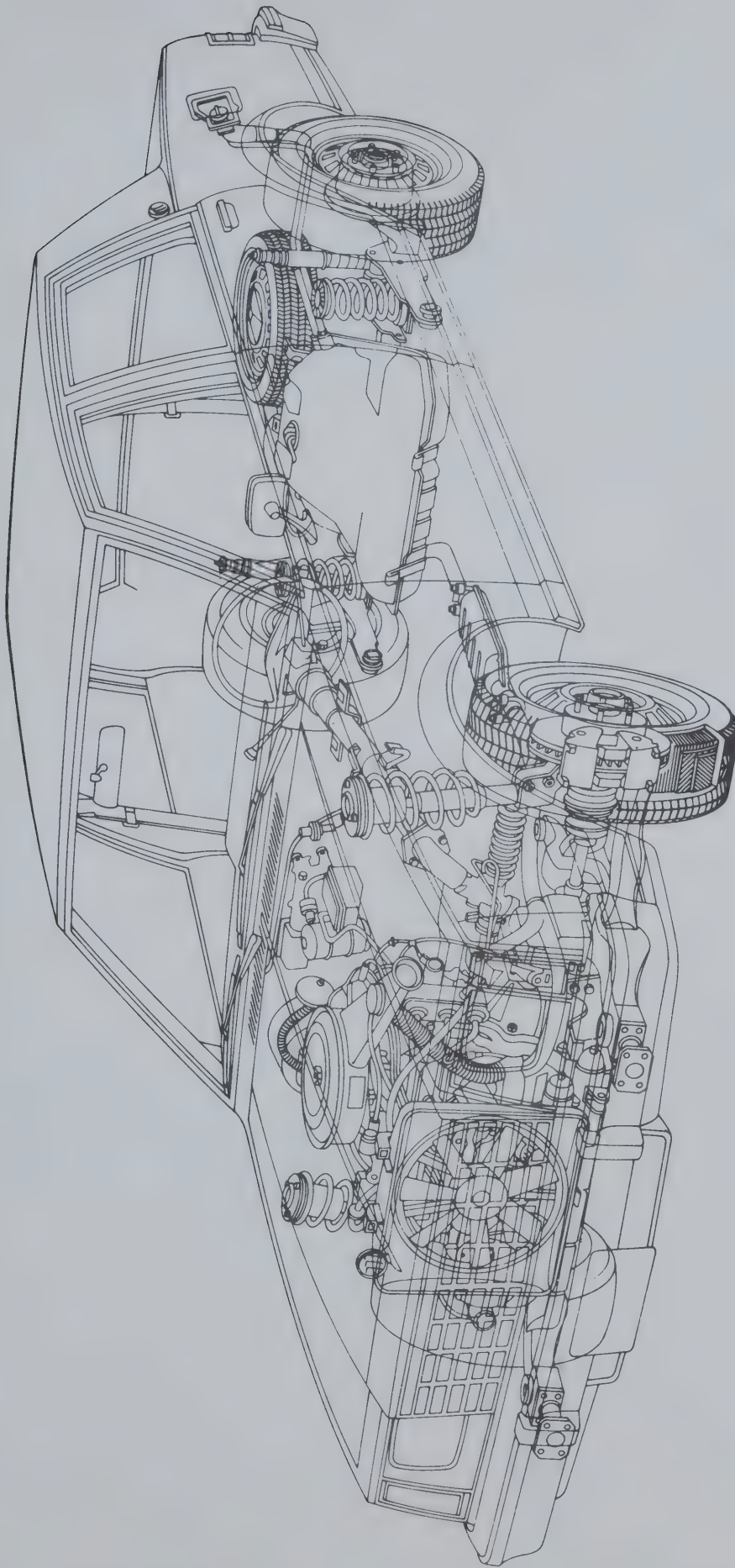




1980 BUICK SKYLARK LIMITED SEDAN

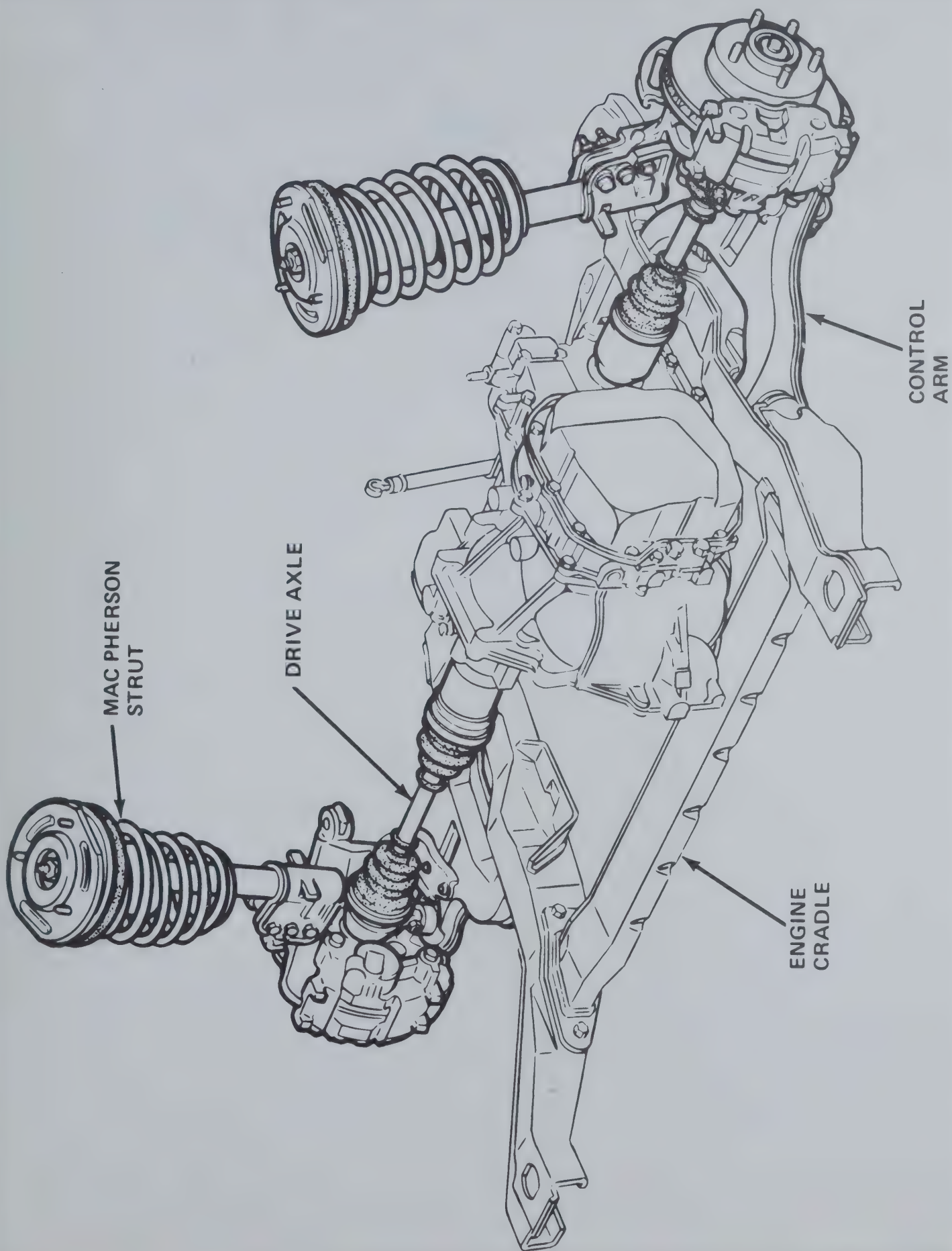






1980 BUICK SKYLARK

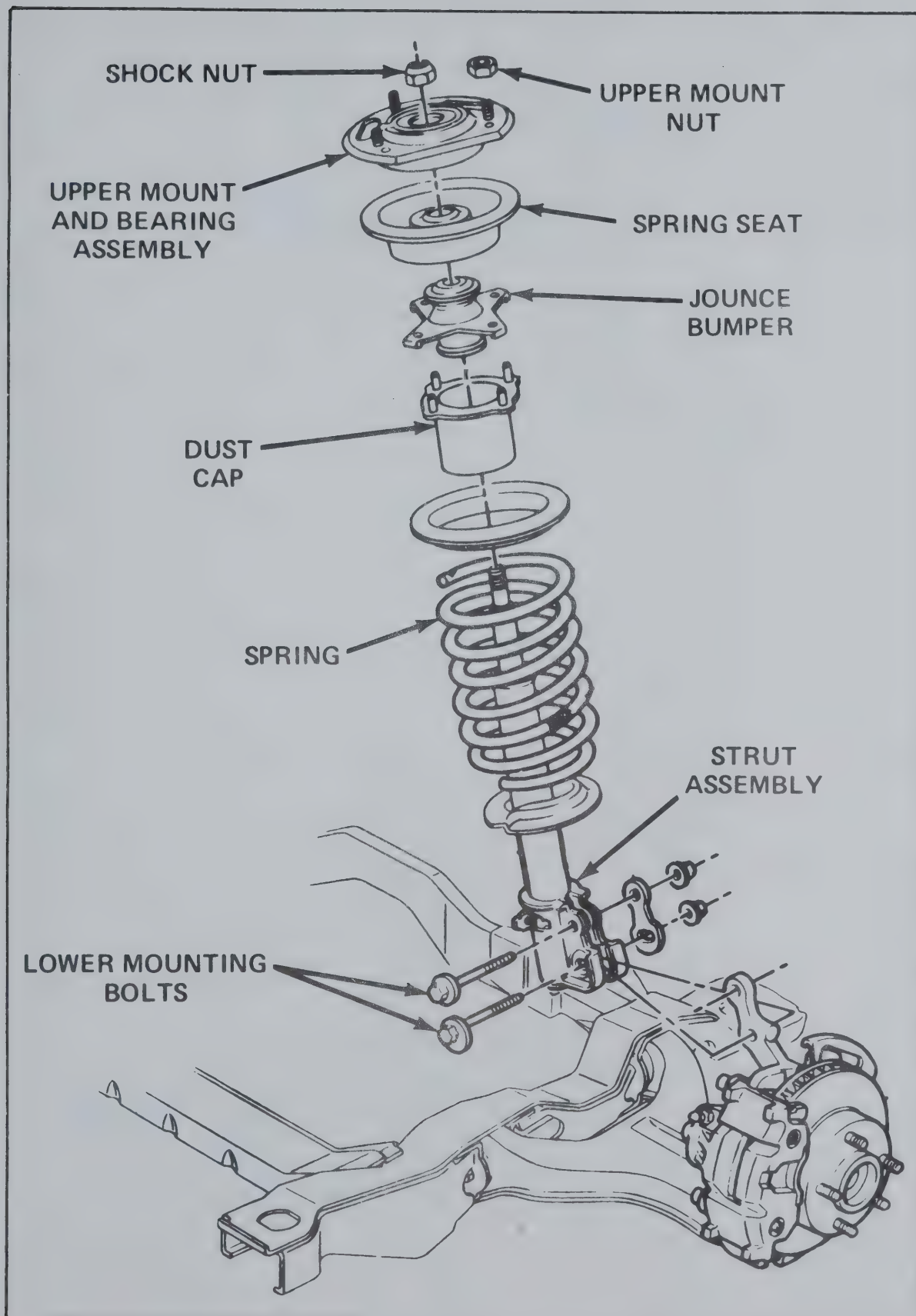




1980 BUICK SKYLARK ENGINE CRADLE AND FRONT SUSPENSION



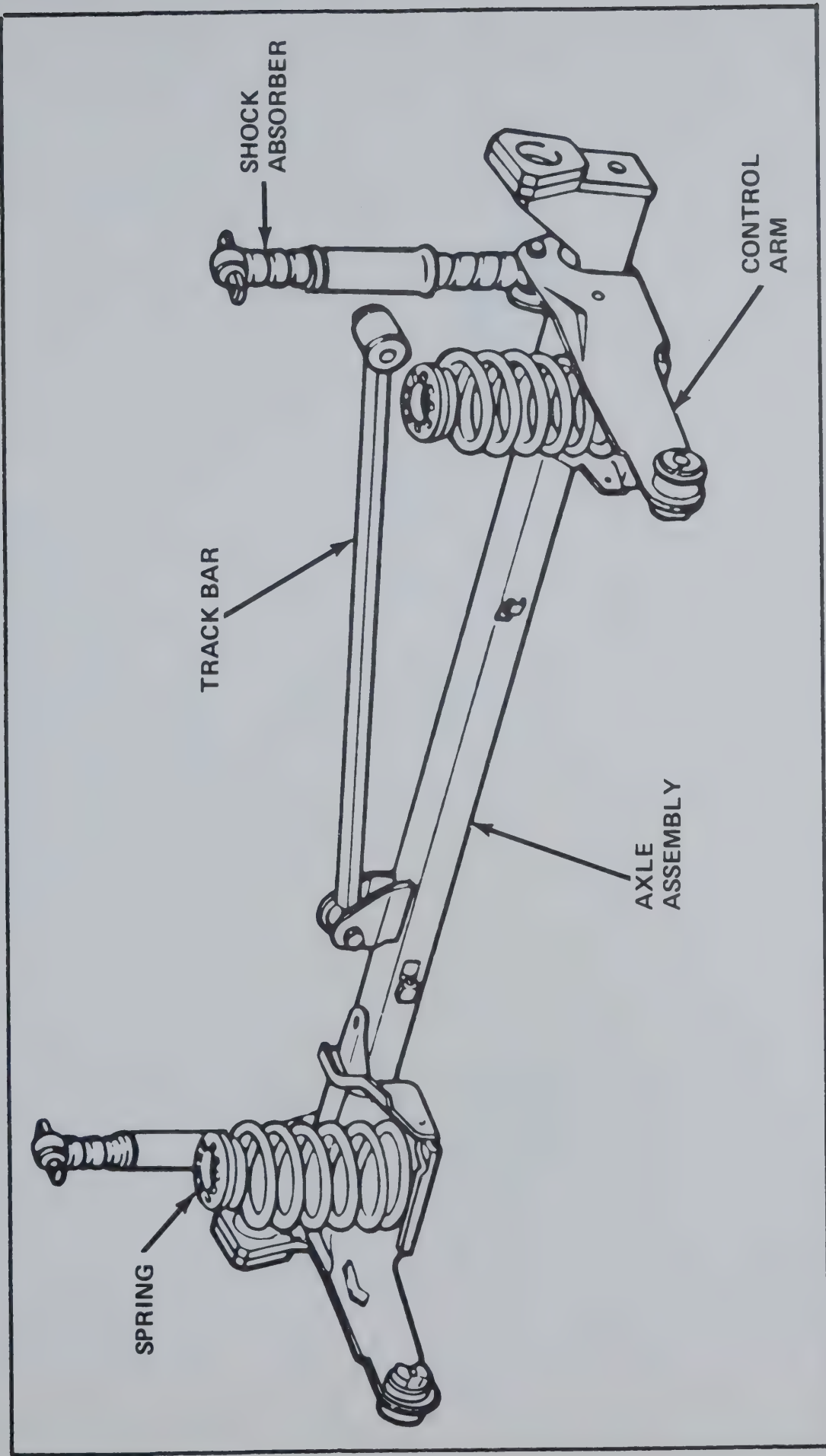




1980 BUICK SKYLARK MacPHERSON STRUT ASSEMBLY

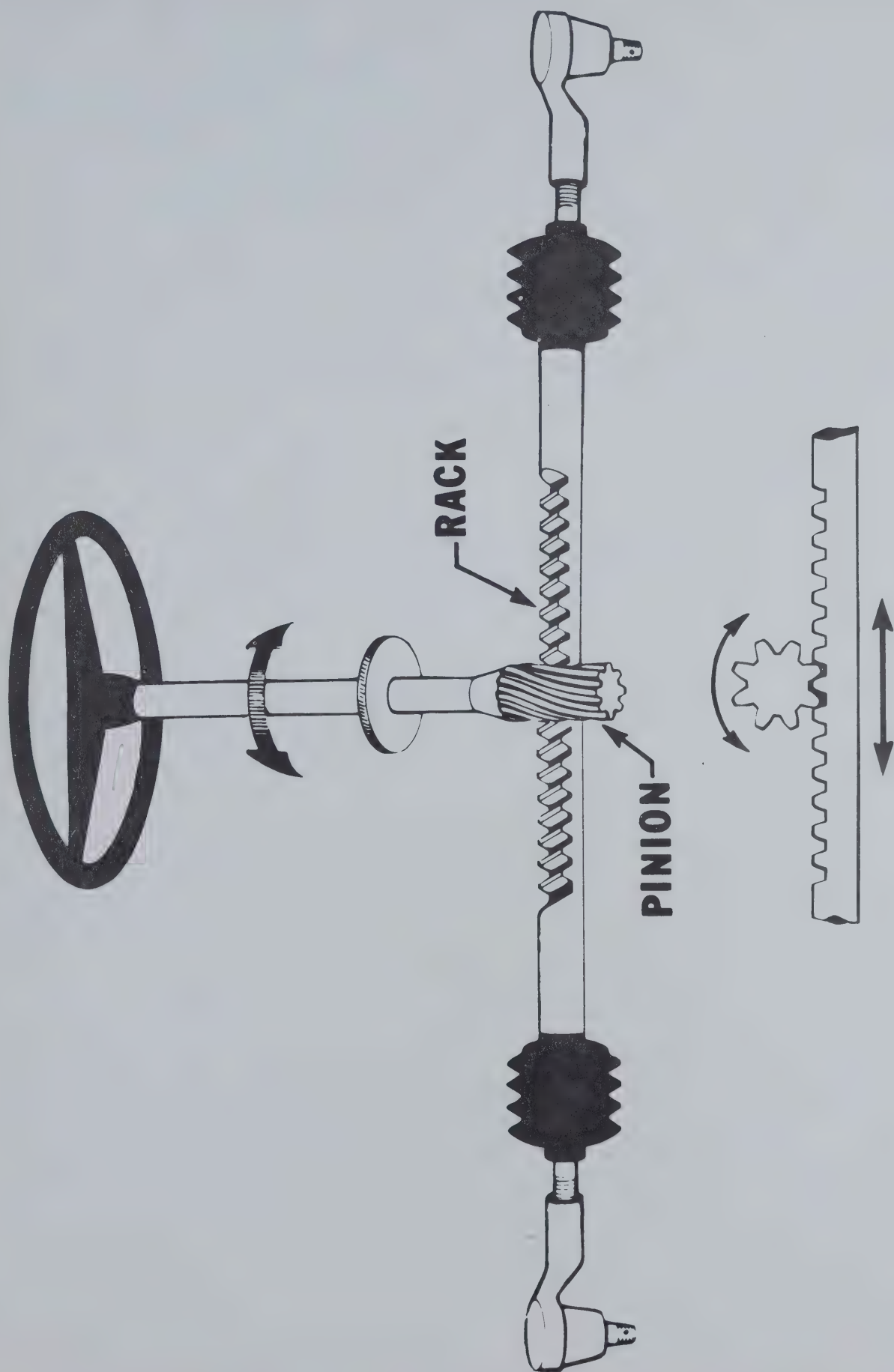






1980 BUICK SKYLARK TRAILING AXLE





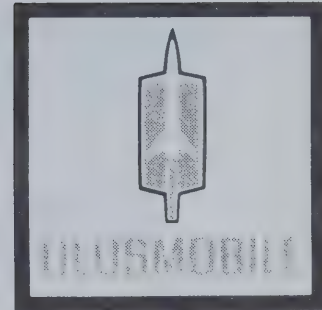




AR35

# The All New 1980 Omega

by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

MAR 29 1979

1980 OMEGA FEATURES FRONT-WHEEL DRIVE

ALONG WITH TRANSVERSE-MOUNTED ENGINE

OSHAWA, Ont. -- The 1980 Omega, featuring a transverse-mounted engine and front-wheel drive, unveils a new era in passenger car packaging for Oldsmobile.

The new Omega, the fourth generation of resized models from Oldsmobile, joins the regular-size Oldsmobiles, the Cutlass and Toronado in the division's fleet of more fuel-efficient cars.

Among highlights of the 1980 Omega are:

-- A weight reduction of more than 340 kg (750 lbs.). This, along with a 10 percent reduction of aerodynamic drag, offers a 12 percent fuel economy improvement for Omegas equipped with a 2.5 litre, 4-cylinder engine with optional automatic transmission over the comparably equipped 6-cylinder 1979 models.

- more -





-- A higher ratio of interior room to exterior size allowing greater passenger comfort. All models are designed for five persons.

-- A wheelbase reduction of 152 mm (6 in.) which makes the 1980 Omega 470 mm (18.5 in.) shorter than the 1979 Omega.

Four models of the new Omega are offered .. a coupe and sedan in two series, the Omega and Omega Brougham. Also available is a special sporty SX option.

Standard features on the 1980 Omega include a 2.5-litre, four-cylinder engine transversely mounted with front-drive, AM radio, four-speed synchromesh floor shift, rack and pinion steering, low drag front disc brakes, maintenance-free wheel bearings, radial tires, self-adjusting clutch, freedom battery and inside hood release.

New optional equipment includes a 2.8-litre, V-6 engine, six-way seat adjusters for both bucket and bench seats, reclining seat backs on both front seats, a removable glass sunroof, an electric rear window defogger, combination dome and dual lens reading lamp, an electric digital clock and AM-FM stereo pushbutton radio with either a cassette tape player or 40-channel CB radio.

Fourteen exterior colors are available.

The grille, a dual vertical bar-type, extends above and below the headlamps and wraps up into the front end panel. Vertical park and turn lamps are located between the single rectangular headlamps and the grille. A red Oldsmobile emblem is centred on the front end panel.



The Oldsmobile name, in block letters, is located on the left hand grille. A stand-up hood ornament and hood centre moulding are standard on the Omega Brougham and the hood centre and front end panel moulding are optional on the Omega series. An anodized aluminum bumper completes the front end styling. Bumper guards and rub strips are optional.

Rocker panel and wheel opening mouldings are standard on the Omega Brougham and optional on the Omega series. Wide lower rocker mouldings are optional on both series.

Bright side window frame mouldings are standard and the four-door Brougham has a bright brushed centre pillar applique. The applique is optional on the Omega series. Omega block letters are located on the sail panel of all models and a sail panel emblem is added on the Brougham.

A wide belt moulding is standard on the Omega Brougham series and a narrow bead moulding is used on the Omega. The sedan's rear door windows roll down while the coupe has stationary rear quarter windows.

A landau top with plugged back window is available on coupe models and a full vinyl top with bright back window reveal mouldings is optional on all models.

In the rear are large vertical wrap-over tail lamps with a centred Olds emblem. The tail lamps are bordered in bright chrome. The back-up lamps are located at the bottom of the tail lamps.

Omega Brougham models have a bright lower rear end panel moulding and licence plate pocket moulding. Oldsmobile block letters are located in the right lower corner of the rear end panel. The Omega Brougham has a deck lid lock ornament. Bumper guards and rub strips are optional.





A special SX option is available in 10 colors on the standard coupe and sedan. The sporty SX package includes black grille bars, black lower body, blacked out window frames, tail lamp bezels, headlamp doors and side markers and black bumpers and fillers. The one-piece deck lid spoiler is body color and sport mirrors, a specific wheel trim and decal stripes are included.

Hub caps are standard on the Omega and wheel disc on the Brougham series. Wheel discs are available on the Omega.

The 1980 Omega's instrument panel is designed to enhance the roomy interior of the new model. All primary instruments and controls are on the left side of the instrument panel within easy reach of the driver. On the right of the instrument panel is the glove box, clock and air outlets, positioned further forward to allow the front seat passenger even more room. The radio is centrally located for easy reach by both the driver and passenger.

The speedometer, light switch and clock are all plug-ins to improve serviceability. The top of the glove box compartment snaps out to simplify servicing the right hand side of the panel.

The 1980 Omegas have 191 mm (7.5 in.) of front seat travel to accommodate both tall and short drivers. More shoulder, leg and rear knee room is provided in the new model compared with previous years.

The inside door lock button has been relocated and redesigned. The lock control is now a sliding lever positioned beneath the door handle. This positioning prevents use of a wire to encircle the lock button to gain entry to the car. Further theft protection is gained by installing a protective shield over the lock mechanism preventing entry by slipping a slim jim past the window and into the lock.

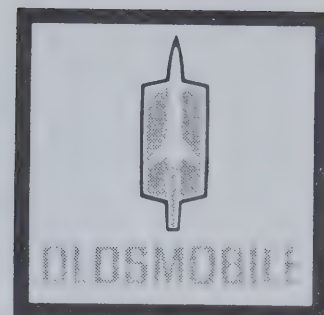




# The All New 1980 Omega



by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

MAR 29 1979

## OLDSMOBILE LEADS THE WAY WITH 1980 OMEGA

OSHAWA, Ont. -- Oldsmobile engineers, long noted for their engineering expertise, have contributed their talents to make the new Omega a forerunner of the 1980s.

In addition to shedding approximately 340 kg (750 lbs.) and an overall length reduction of 470 mm (18.5 in.), the 1980 Omega is completely redesigned inside and out.

More corrosion protection, better acoustical packaging and improved body design are incorporated in the new compact from Oldsmobile.

Here are some of the Omega engineering highlights:

-- The front fender rear bracket has been designed to allow air to flow through and prevent road residue buildup thus reducing corrosion.

- more -



-- Extensive use of special metals, including galvanized and zinc-iron alloy, provides further corrosion protection. Primers, rich in rust-inhibiting zinc, and plastisol spray protect against corrosion and stone damage.

-- Mid-size car design standards were used to achieve a high level of noise and vibration isolation.

-- The drivetrain is rubber mounted to the engine cradle which in turn is rubber mounted to the unibody. The coil springs are equipped with rubber insulators which prevent metal to metal contact to further isolate noise.

-- Acoustics have been improved with side door seals mounted to the body of the car rather than the door. These seals help isolate the passenger compartment from road and wind noise and because they are positioned further inboard also insulate the interior from road noise transmitted to the rocker panel area.

The weight reduction on the 1980 Omega was achieved in a number of ways. A new window design using a slotted tape for raising and lowering the window replaces the metal gears and linkage previously used. The design also allows use of thinner doors. Thinner windshield and backlight glass also contributed to weight reduction.

Aerodynamic drag has been reduced by 10 percent over the design of the 1979 Omega. This was accomplished by changes in vehicle contour, profile and reduced frontal area. Hundreds of hours of wind tunnel testing, with scale models, full-size clay models and prototype vehicles, was conducted on the 1980 Omega.





Performance is expected to be 14.4 seconds from zero to 100 km/h with a four-cylinder engine and 12.8 seconds with the optional six-cylinder.

The chassis components for the 1980 Omega have also been redesigned to meet the needs of the new model.

Frame: Unitized-body construction is utilized with the engine mounted transverse in a cradle. The cradle mount of front suspension and drivetrain provides isolation of the engine, road noise and vibration from the passenger compartment.

The engine cradle is constructed in two pieces providing easy access to the bottom of the engine, the clutch and transmission for serviceability without interfering with suspension alignment.

Front suspension: The redesigned Omega uses MacPherson strut-type front suspension with the struts bolted to the nodular iron steering knuckles. Lower control arms are stamped and mounted to the strut frame.

A front stabilizer bar is standard. Drive axles have double offset joints inboard and Rzeppa joints outboard. All parts -- strut, lower control arms and springs -- have anti-corrosion coatings.

The maintenance-free front wheel bearings are designed integrally into the front hub and live spindle assembly.

Rear suspension: A welded assembly incorporating a track bar, trailing arms, spring seats, shock absorbers and spingle mounting provisions make up the rear suspension package. Shock absorbers are mounted behind the coil springs. Superlift shock absorbers are optional on all models.



Brakes: The 1980 Omega features a diagonal split brake system assuring better emergency braking control and 50 percent effectiveness in the event of brake failure. The system is designed so a front and opposite side rear brake are combined to use each half of the master cylinder.

Manual front disc and rear drum brakes are standard. The front disc brake design is drag free which aids fuel economy. The drag free feature is accomplished by designing the piston in the caliper to retract from the rotor surface more effectively when the brakes are not being applied.

The front rotor is a vented design, 247 mm diameter by 22 mm thick. The caliper assembly is a single piston, floating caliper of nodular iron design. The rear drums are conventional cast iron construction, self-adjusting duo servo design. The master cylinder has an aluminum body construction for weight reduction.

Fuel and exhaust: The 53 litre fuel tank is placed in front of the rear axle and allows a lower and flat trunk floor for improved space utilization. The tank is specifically shaped to take advantage of the available space.

The fuel system has a side-fill located in the left rear fender. An aramid fibre reinforced hose connects the fill and vent pipe assembly to the fuel tank.

The tank is mounted in a conventional manner with two straps. Fuel lines are attached to the underbody and models with the V-6 engine have a fuel return system.

A single exhaust system and 2.6-litre catalytic converter are used. The catalytic converter is mounted to the second body cross bar.





The front exhaust pipes are laminated stainless steel, the front intermediate pipe is stainless while the rear exhaust is aluminized steel. The tail pipe exits the rear.

Steering: Rack and pinion steering in the 1980 Omega was selected because of lighter weight and packaging efficiency when coupled with the transverse front-wheel drive configuration. The steering gear is isolation-mounted to the front of the dash. With manual steering the ratio is 26:1 and the power steering ratio is 17.5:1.

The steering system is located to the rear of the power plant and joints in the steering column allow better positioning. The column attaches with a cantilevered beam to the left hinge pillar and is supported by a vertical support to the cowl panel.

Wheels and tires: Wheels are 13x5.5 inch ventilated with 42 mm offset. Glass belted radial ply blackwall P185/80R13 inch tires are standard with steel belted standard size or P205/70R13 radial ply oversize tires optional. Whitewall tires are also optional.

The compact spare tire T125/70D14 is stored in a well under the trunk floor for better space utilization.



# The All New 1980 Omega



by



PUBLIC RELATIONS DEPARTMENT, GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

FOR RELEASE IMMEDIATELY

TELEPHONE: (416) 644-6718

MAR 29 1979

## 1980 OMEGA GOES ON A DIET

### SHOWS 340 kg (750 lbs.) WEIGHT SAVING

OSHAWA, Ont. -- In keeping with General Motors goal of building its new models "lighter and more fuel-efficient", Oldsmobile's 1980 Omega shows an approximate 340 kg (750 lbs.) weight reduction over its predecessor.

That major weight reduction represents the difference between a 1980 standard Omega sedan with the base four-cylinder engine and a comparable 1979 Omega with the base six-cylinder engine.

A reduction in exterior dimensions -- 152 mm (6 in.) in the wheelbase and 470 mm (18.5 in.) in the overall length -- account for a portion of the weight saving in themselves.

Resizing also allowed weight reduction of related components or systems through weight compounding. As the weight of the car decreases, Oldsmobile engineers explain, tires, wheels, suspensions, brakes, steering and structure are all affected to the point that their weights can be reduced and still provide the same level of performance, function and durability.

- more -





In the case of the 1980 Oldsmobile Omega weight compounding allows redesigning of the following systems:

- Frame and front end sheet metal saves 49 kg (110 lbs.).
- Bumpers ... extruded aluminum bumpers saved almost 48 kg (107 lbs.).
- Powertrain ... a smaller, more fuel-efficient standard four-cylinder engine saves 47 kg (105 lbs.) over the standard V-6 engine in the 1979 Omega. (An optional V-6 engine saves 102 kg (224 lbs.) over last year's optional V-8).
- Front and rear suspension ... a MacPherson strut front suspension and trailing arm rear suspension saved 84 kg (185 lbs.).
- Fuel system ... a 19 kg (42 lbs.) weight saving is achieved with a new fuel system.
- The front-drive transmission saves nearly 10 kg (21 lbs.).
- Braking system ... the brake system saves 21 kg (47 lbs.). A portion of this weight reduction is due to a new aluminum master cylinder.
- Steering system ... the rack and pinion steering system is 10 kg (22 lbs.) lighter than the conventional steering system in the 1979 Omega.
- Wheels and tires ... 330 mm (13 in.) wheels and tires, compared with 355 mm (14 in.) wheels on the 1979 Omega, saved 18 kg (39 lbs.).
- Exhaust system ... the new exhaust system is 8 kg (17 lbs.) lighter.
- Miscellaneous weight savings account for the additional 25 kg (55 lbs.).



# Omega

## 1980 OLDSMOBILE SPECIFICATIONS - OMEGA

	<u>Coupe</u>		<u>Sedan</u>	
Overall Length	4599 mm	181.1 in.	4599 mm	181.1 in.
Overall Width	1712	67.4	1715	67.6
Overall Height	1320	52.0	1320	52.0
Wheelbase	2664	104.9	2664	104.9
Tread - Front	1491	58.7	1491	58.7
- Rear	1448	57.0	1448	57.0
Tires - Standard	P185/80R13		P185/80R13	
Brakes - Front	Disc		Disc	
- Rear	Drum		Drum	
Weight - Curb	1121 kg	2471 lbs.	1131 kg	2493 lbs.
Engine -	Standard		Optional	
As Installed (Net SAE) HP	90@4000		115@5100	
As Installed (Net SAE) Torque	134@2400		145@2400	
Displacement	2.5 litre		2.8 litre	
Bore & Stroke	101.6x762	4.00x3.00	88.9x75.9	3.5x2.99
Compression Ratio	8.1:1		8:58:1	
Crankcase Capacity	2.8 litre		3.7 litre	
with Filter				
Electrical System	12 V		12 V	
Fuel Tank Capacity-Usable	53 litre		53 litre	
Transmission -				
w/4-sp Fully Synchronized Manual	Std.		Std.	
x/Automatic	Opt.		Opt.	
Rear Axle Gear Ratio - Std.	3.34		3.34	
Interior Dimensions-				
Headroom - Front	970 mm	38.2 in.	370 mm	38.2 in.
- Rear	958	37.7	958	37.7
Legroom - Front	1067	42.0	1067	42.0
- Rear	879	34.6	902	35.5
Shoulder Room - Front	1427	56.2	1427	56.2
Knee Clearance	25	1.0	23	.9







**OLDS IN THE NEWS** — The 1980 Oldsmobile Omega sedan is more than 470 mm (18.5 in.) shorter than a comparable 1979 model. With the standard 2.5-litre (151-cu. in.) engine the Omega obtains a fuel economy improvement of up to 12 percent over a 1979 model with 6 cylinder engine.

LIG  
red  
thrc





**NEW FOR OLDS IN '80** — The 1980 Oldsmobile Omega Brougham coupe has a wheelbase of 2664 mm (104.9 in.) and is approximately 340 kg (750 lbs.) lighter than the 1979 model. It is available in four models, both coupes and sedans in the Omega and Omega Brougham series.







**OLDSMOBILE'S NEW OMEGA** — The 1980 Oldsmobile Omega Brougham sedan is approximately 340 Kg. (750 lbs.) lighter than the 1979 model. Available in four models, both coupes and sedans in the Omega and Omega Brougham series, the wheelbase is 2664 mm (104.9 in.)





**NEW OLDS FOR '80** — The 1980 Oldsmobile Omega Brougham coupe is approximately 340 kg (750 lbs.) lighter than the 1979 model. Available in four models, both coupes and sedans in the Omega and Omega Brougham series, the wheelbase is 2664 mm (104.9 in.).



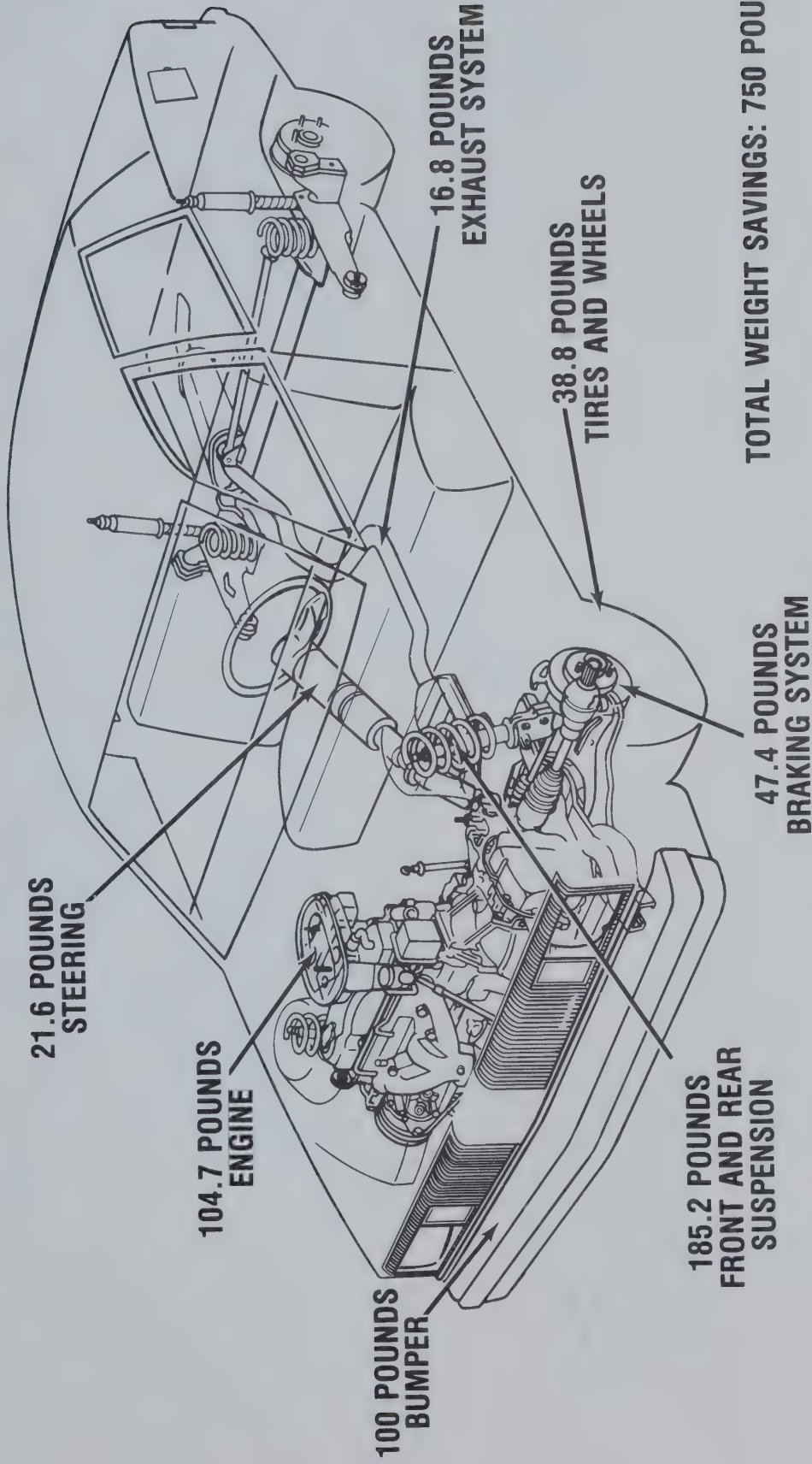




**NEW V-6 POWER OPTION** — A smaller and lighter 2.8-litre V-6 engine is optional in the 1980 Oldsmobile Omega. This powertrain supplements the standard 2.5-litre L-4 engine in the four Omega models.



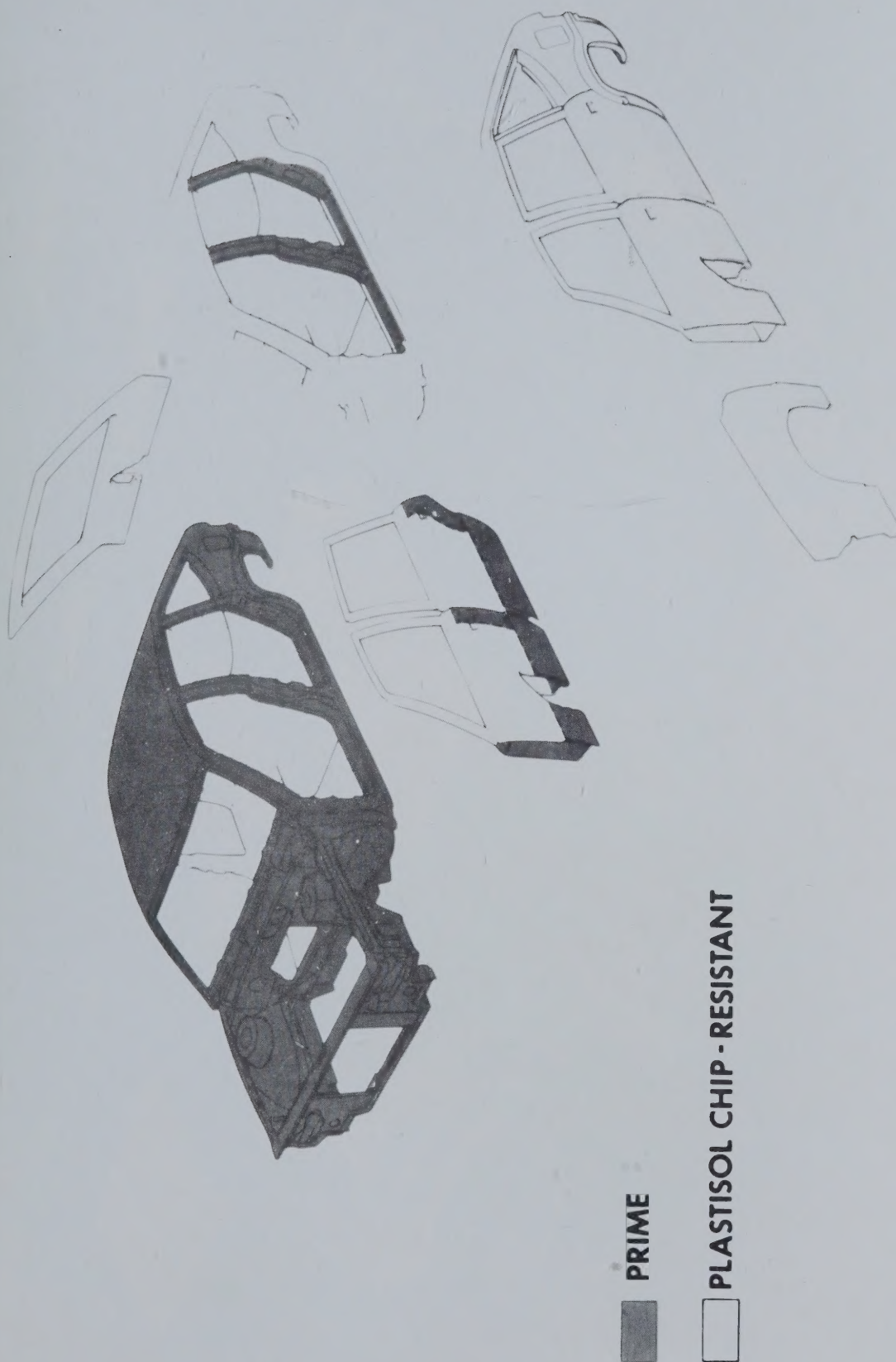
## 1980 OLDSMOBILE OMEGA



**LIGHTER WEIGHT FOR '80** — The 1980 Oldsmobile Omega is approximately 750 pounds lighter than a comparable 1979 model. A reduction in the exterior dimensions account for a portion of the weight savings. It also allowed weight reduction of related components through a system called weight compounding. The drawing illustrates major components savings.







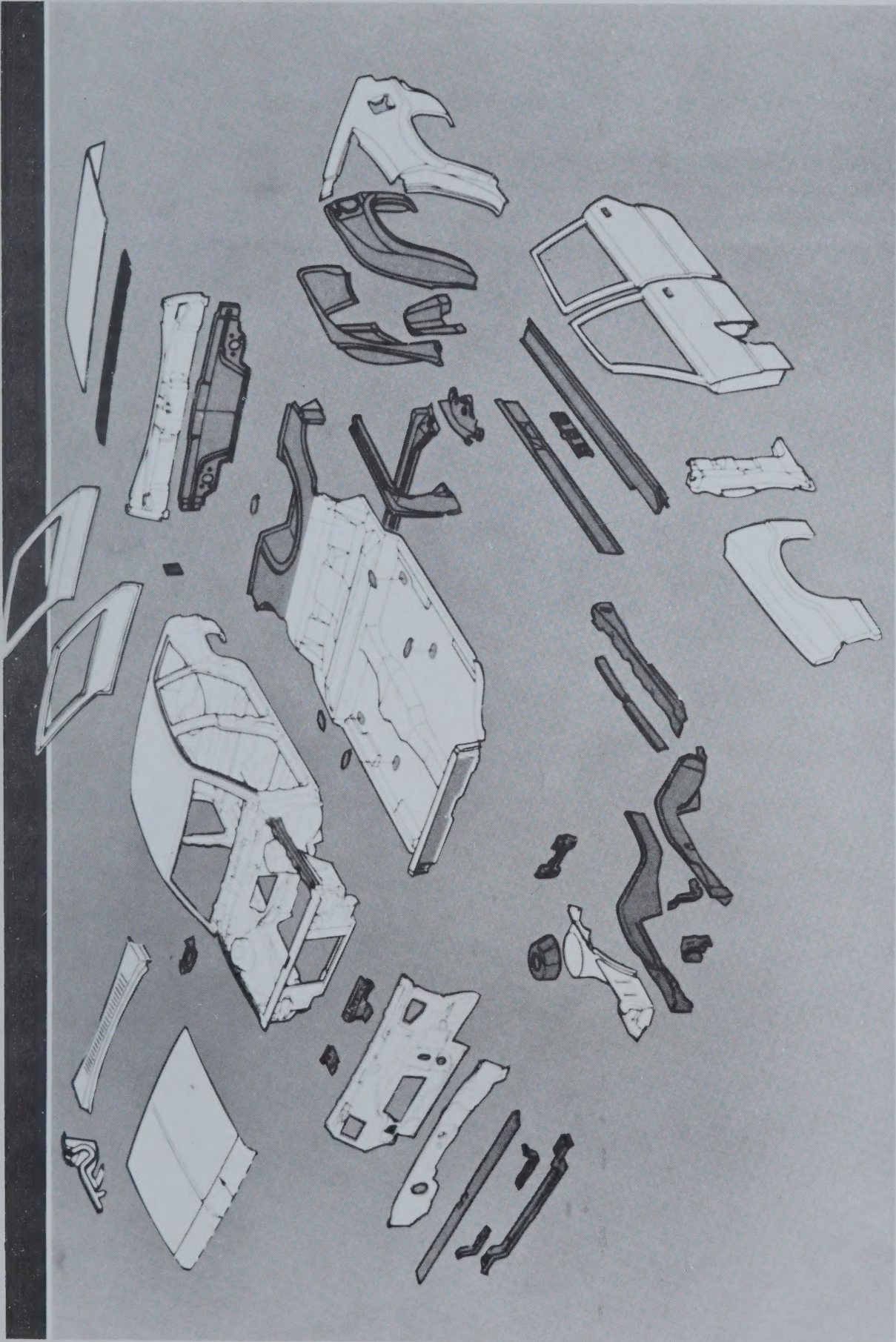
■ PRIME

□ PLASTISOL CHIP - RESISTANT

**CORROSION RESISTANCE INCREASED** — Five special, or pre-coated, metals increase corrosion resistance in the 1980 Oldsmobile Omega. Special primers and plastisol chip-resistant spray are also extensively used on the new Omega.







**OMEGA SPECIALLY PRIMED** — Special primers and plastisol chip-resistant spray are used extensively on the 1980 Oldsmobile Omega. These, along with special and pre-coated metals, are designed to reduce the possibility of corrosion and paint chipping from stones.



